

**Abstract 728**

**TITLE:** National HIV Testing Day

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The National Association of People With AIDS created the National HIV Testing Day campaign in 1995 in response to the increasing number of new infections among different segments of the populations, and in response to the growing apathy of persons knowing their HIV serostatus. National HIV Testing Day is a public education campaign that promotes voluntary participation in HIV testing and counseling services for all Americans. The campaign allows for localized education and outreach efforts to promote the benefits of testing early and knowing your HIV serostatus. The campaign slogan, "Take the Test, Take Control" epitomizes the need for person's at risk for HIV infection to take the HIV antibody test, learn their HIV serostatus and take control of their health. The presenter will give a history of the campaign and an overview of the 1999 campaign. Also, discussion will include innovative and successful campaign efforts, and overall success of the campaign. Workshop participants will learn more about the campaign, and how community-based organizations and HIV/AIDS prevention and outreach programs can benefit from incorporating the National HIV Testing Day into existing activities, or creating new outreach efforts based on the campaign. Also, the presentation will address some of the benefits of knowing your HIV status and learning of the status early.

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